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New Report Estimates Indiana Film and Video Production Industry Generated \$204.5 Million in Earnings in 2002

INDIANAPOLIS — As the Academy Awards draw near, the results of a new economic impact analysis of the state's film and video production industry show that production isn't just in Hollywood, it's right here in Indiana.

A report prepared for the Indiana Film Commission and released today indicates that in 2002, more than 370 firms directly related to film and video production were doing business in Indiana. These companies are estimated to have generated payroll wages of more than \$28 million and had total sales of over \$352 million. Estimates show that an additional \$295 million in indirect and induced economic impact was generated by these sales, for a total impact in excess of \$647 million. The industry's economic activities are estimated to have generated over \$204.5 million in earnings in 2002.

As far as employment, a total of 2,121 Hoosiers were directly employed in the industry. Direct and indirect employment generated by Indiana's film and video industry is estimated at just fewer than 11,500 full-time equivalent employment positions across all sectors of Indiana's economy.

"This report shows that production in Indiana isn't limited to manufacturing," said Lt. Governor Joe Kernan, who serves as the director of the Indiana Department of Commerce, which oversees the commission. "The film and video production industry is making a tangible contribution to Indiana's economy — and bringing positive attention to the state."

The report notes that between 1995 and 2002, a total of 75 feature films, television and direct-to-video projects were produced in Indiana. In excess of \$12 million was spent in the state on these projects, with an estimated total economic impact of more than \$22 million. The Indiana-based production generated an estimated \$6.9 million in earnings and supported over 390 full-time equivalent jobs.

The analysis was prepared by Economics Research Associates, a Los Angeles-based international consulting firm with more than 40 years of experience in economic analysis for the entertainment industry. Previous clients have included film offices in Arizona, Florida, Georgia, Louisiana, South Carolina and Ontario.

“We’re pleased to be able to benchmark the size and extent of the film and video industry throughout the state, as well as to demonstrate its contributions to Indiana’s economy,” said Jane Rulon, director of the Indiana Film Commission.

The economic impact analysis examined data for average annual employment, wages, and the size and scope of establishments from sources that included Indiana unemployment insurance collections, Dun & Bradstreet reports and data from the Indiana Film Commission.

In conjunction with the release of the report, David E. Bergman, principal with Economics Research Associates and author of the study, participated in a briefing this morning with industry representatives from across the state.

In other related news, the Indiana Film Commission launched its newly designed Web site this week at www.filmindiana.com. The Film Commission will also feature a video display of Indiana-produced films and videos on Wednesday, March 19, at the Indiana Statehouse. And later in the week, the Commission will release the *2003 Film and Television Production Sourcebook*, a directory of production-related companies that do business in the state.

The Indiana Film Commission is a 12-member organization appointed by the Governor. It helps form the vision and direction of film development efforts for the state, which are implemented and administered by the Indiana Department of Commerce’s Economic Development Division.

As part of Commerce, the Indiana Film Commission markets the state’s locations and resources to the film and video production industry. More information about filmmaking in Indiana can be found on the Film Commission’s Web site, www.filmindiana.com or by calling 317.232.8829.

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